

## Alibaba's Tmall Global Announces Winners of the Inaugural Go Global 11.11 Pitch Fest, Created to Help U.S. Small and Medium-sized Businesses Expand Globally

*Top Nine Brands to Be Selected for Launch during  
Alibaba's 11.11 Global Shopping Festival in November*

**New York, NY (September 16, 2020)** – Alibaba Group's Tmall Global, the leading cross-border business-to-consumer marketplace in China, today announced the winners of its first-ever Go Global 11.11 Pitch Fest, an initiative designed to help U.S. brands expand their businesses globally. The nine winning brands were selected from nearly 100 applications in just two weeks. They are slated to participate in Alibaba's 11.11 Global Shopping Festival, the biggest shopping event in the world, which generated \$38.4 billion in gross merchandise value in 24 hours last year.

The winning brands were revealed during a virtual event (watch the highlights [here](#)), where nine brand finalists had the chance to present their products to a panel of industry experts: Danielle Bailey, Managing Vice President at APAC Gartner; Deborah Weinswig, CEO and Founder of Coresight Research; and Tony Shan, Head of Tmall Global for the Americas. The winning brands will be fast-tracked and launched on Tmall Global through its Overseas Fulfillment program, a solution that offers greater inventory flexibility and reduces operational and logistics costs, in time for Alibaba's 11.11 Global Shopping Festival this year.

The nine winners represent major retail verticals, including beauty, food, wellness, personal care, home and baby. In the beauty space, winners include **C.O. Bigelow**, the oldest apothecary in America founded in 1838, known for its customized formulas and therapeutic preparations; **Lab to Beauty**, a clean beauty company inspired by the farm-to-table movement; and **Volition Beauty**, which uses crowdsourcing to change the way beauty products are invented and produced.

Winners in the food and beverage space include **Harmony Proteins**, known for its functional collagen waters and nutritious superfood oats, and **Shivelight Premium Beverage Company**, a Montana-based company that showcases its local and agricultural heritage with its natural drinking vinegars. In the wellness and personal care categories, winners include **Pipette**, a clean personal care brand focused on families; innovative, easy-to-use haircare brand **Punky Colour**; and **Uncle Bud's**, which offers pain relief hemp and CBD products. Additional winner is home goods brand **French Bull**, whose bold, colorful tableware line has grown into a full lifestyle collection.

"The Go Global 11.11 Pitch Fest is designed to spotlight and celebrate top U.S. small and medium-sized brands that have enormous potential to grow their businesses globally," said Tony Shan, Head of Tmall Global for the Americas. "The Pitch Fest is just the beginning. We look forward to working with these brands and bringing their unique and high-quality products to Chinese consumers in the upcoming 11.11 Global Shopping Festival."

In the coming weeks, Tmall Global will work with these businesses to onboard their products and provide them with marketing tools and resources to help them drive brand awareness. These

brands will also continue to receive advice from the advisors and Tmall Global as they explore the China market and formulate their business strategies. Since 2014, Tmall Global has helped thousands of U.S. brands sell directly to hundreds of millions of Chinese consumers. The platform has launched more than 150 U.S. brands since April 2020.

### **About Tmall Global**

Launched in 2014, Tmall Global ([www.tmall.hk](http://www.tmall.hk)) is an extension of Alibaba Group's Tmall platform that addresses the increasing Chinese consumer demand for international products and brands. It serves as the premier platform through which overseas brands and retailers reach Chinese consumers, build brand awareness and gain valuable consumer insights in forming their overall China strategy, without the need for physical operations in China. According to Analysys, Tmall Global was the largest import e-commerce platform in China in the 12 months ended March 31, 2020, in terms of GMV.

### **Media Contacts**

Liyan Chen  
Alibaba Group  
+1 515 864 1116  
[liyan.chen@alibaba-inc.com](mailto:liyan.chen@alibaba-inc.com)

Candice Huang  
Alibaba Group  
+1 202 716 7446  
[candicehuang@alibaba-inc.com](mailto:candicehuang@alibaba-inc.com)